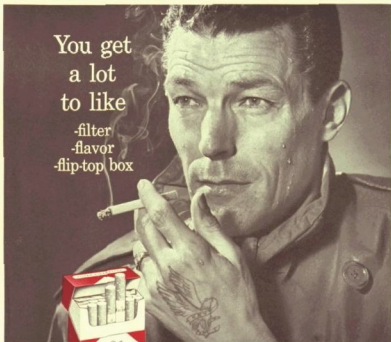


LEO BURNETT COMPANY, Inc.

Ad No. 406—Reg. No. 65999—Back Cover—2 Color—Black—8 1/2 x 11 3/16 in.—Sports Illustrated, April 1, 1957 (B)  
#406 "Raincoat"

# Marlboro

You get  
a lot  
to like  
-filter  
-flavor  
-flip-top box



**NEW  
FLIP-TOP BOX**

Ready to keep  
cigarettes  
from crumpling.  
No tobacco in  
your pocket.  
Up to date.



POPULAR  
FILTER PRICE

Here's old-fashioned flavor in the new way to smoke.

Man-size taste of honest tobacco comes full through.  
Smooth-drawing filter feels right in your mouth. Works  
fine but doesn't get in the way. Modern Flip-Top Box  
keeps every cigarette firm and fresh until you smoke it.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)



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